

CHRONOLOGY OF MAJOR EVENTS  
IN THE SMOKING AND HEALTH CONTROVERSY

<u>DATE</u>	<u>TEXT</u>
1930s, 1940s	<u>Reader's Digest</u> publishes antismoking articles, including a diatribe against smoking by Gene Tunney in 1941 that claims premature mortality for smokers.
1950	Case-control studies reported by Wynder and others suggest a causal relationship between lung cancer and smoking.
1952	First Doll & Hill report (retrospective) on British doctors.
*1953	Wynder & Graham report that nearly 50% of mice painted with "tar" developed skin cancers.
*1954	Prospective Hammond & Horn ACS and Doll & Hill British doctors studies report increased lung cancer in smokers.
*1954	TIRC formed by cigarette companies.
*1954	Eight personal injury lawsuits filed against tobacco manufacturers. Six allege lung cancer; two allege larynx cancer.
1954	Beginning of tar derby.
1955	FTC cigarette advertising guides forbid health claims.
*1957	Surgeon General Burney's position paper states that excessive cigarette smoking probably causes lung cancer.
1957 (July)	Blatnik House hearings on advertising.
1958	Dorn reports greater likelihood of death from lung cancer in veterans who smoked.
*1958 (Jan.)	Tobacco Institute formed.
1960	Industry/FTC agreement re eliminating T&N references in ads (because FTC viewed claims re reduced T&N as health claims).

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- 1960 Defendants' verdicts in Pritchard, Lartigue, Green.
- 1962 First Royal College of Physicians' Report on Smoking and Health claims a causal relationship between smoking and lung cancer.
- 1963 Companies stop all advertising in school publications and promotions on campus, and stop using celebrities and sports figures in ads.
- 1964 Industry adopts advertising code prohibiting advertising, marketing and sampling directed at young people.
- \*1964 ACS million persons study claims a dose-response relationship.
- 1964 (Jan.) Report of the Advisory Committee to the Surgeon General claims a causal relationship between smoking and lung cancer and bronchitis, and an association with emphysema.
- 1964 (June) FTC rulemaking proceeding re requiring warning on ads and packs.
- 1964 (June, July) House hearings on labeling and advertising.
- 1965 Emerson Foote alleges 300,000 excess deaths.
- 1965 (Jan.) National Clearinghouse for Smoking and Health established.
- \*1965 (Mar., Apr., May) House and Senate hearings on labeling and advertising.
- \*1965 (July) Cigarette Labeling and Advertising Act passes, requiring warning on packs.
- 1966 Kahn's follow-up report on the Dorn veterans.
- 1966 (Mar.) FTC allows use of T&N yields in ads.
- \*1967 First World Conference on Smoking and Health.
- 1967 Industry/FTC technical cooperation re T&N testing.
- 1967 (June) First annual FTC report on cigarette advertising.

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- \*1967 (June) FCC rules that stations must broadcast anti-smoking announcements.
- 1967 (Aug.) Senate Less Hazardous Cigarette Hearing (Strickman Filter).
- 1967 (Nov.) FTC publishes first T&N measurements.
- 1968 Selikoff alleges "ninety-two times the risk" for smoking asbestos workers.
- \*1969 TWG established.
- 1969 Canadian hearings on smoking and health, cigarette advertising, etc.
- \*1969 (Mar., Apr., May, June, July, Dec.) House and Senate Labeling and Advertising Hearings.
- 1969 Industry offers to cancel electronic media advertising of cigarettes.
- 1969 (July) FTC hearings on proposed rule re health warning in ads.
- 1969 (Dec.) Defendant's verdict in Thayer.
- \*1970 Auerbach beagle dog results announced.
- 1970 (Apr.) Public Health Cigarette Smoking Act amends previous warning notice, ends radio-TV ads.
- 1970 (Nov.) Revised warning notice takes effect.
- 1970 (Dec.) Voluntary agreement with FTC allows T&N figures in ads.
- 1971 Auerbach dog study published.
- 1971 Industry volunteers to display cigarette package in ads to show the warning notice.
- \*1971 (Jan.) Withdrawal of cigarette ads from electronic media.
- \*1972 (Feb.) Moss hearings re proposal to require the FTC to set maximum T&N levels.

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- 1972 (Mar.) Industry/FTC agreement re display of warning notice in ads and promotions.
- \*1973 Dontenwill report of laryngeal changes in golden hamsters after chronic inhalation of smoke.
- \*1974 (Apr.) FTC initiates compliance investigation re size of warning in advertising.
- 1974 (Aug.) Sen. Moss and APHA initiate litigation to establish CPSC authority over cigarettes.
- 1974 (Sept., Oct.) NCAB investigation re T&N levels.
- 1975 Third World Conference on Smoking and Health.
- 1975 (Aug.) Beginning of litigation between companies and FTC re compliance.
- 1976 (Feb., Mar., May) Kennedy health tax hearings.
- 1976 (May) Congress exempts tobacco from CPSC regulation.
- 1976 (May) FTC initiates advertising investigation.
- 1977 ACS Forums on Smoking or Health.
- 1977 (Apr.) FTC sues in U. S. District Court to require manufacturers to file special reports on cigarette advertising and labeling.
- 1977 (Oct.) FTC hearing on cigarette advertising and promotion (re Fishbein's report on consumer beliefs and behavior).
- 1978 AMA/ERF study results are publicized.
- 1978 Gori suggests that there are "less hazardous cigarettes" in the marketplace.
- 1978 (Jan.) Secretary Califano announces vigorous anti-smoking campaign.
- 1978 (Feb.) Rogers hearing on HEW antismoking initiatives.
- 1978 (May) Kennedy hearing on smoking deterrence.

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- 1978 (Oct.) Fountain hearing on antismoking warning in OC labels.
- 1978 (Oct.) Moss hearing on smoking and health update.
- 1978 (Oct.) Ford hearings on smoking deterrence.
- 1978 (Oct.) Congress tacks on part of Kennedy health/smoking deterrence bill to PHS Act, with provisions for research on youth smoking, on health risks of cigarettes with different levels of T&N and CO, and on health risks of additives.
- 1979 (Jan.) Publication of the Fifteenth Anniversary Surgeon General's Report.
- 1979 (Jan.) U. S. District Judge rules that manufacturers and ad agencies must release consumer research and advertising material subpoenaed by the FTC.
- 1980 "Tobacco dependence" is labeled a mental disorder in DSM III.
- 1980 (July) FTC begins CO testing.
- 1981 (May) Industry/FTC terminate compliance proceeding and agree on increased size of warning.
- 1981 (May) FTC publishes first CO testing results.
- 1981 (May) FTC Staff Report on Cigarette Advertising Investigation.
- 1981 (July) Termination of FTC compliance proceedings, with nominal payments by manufacturers.
- 1982 (Mar.) Waxman hearing on Smoking Education Prevention Act.
- 1982 (Mar.) Hatch hearing on Smoking Education Prevention Act.
- 1982 (May) Packwood hearing on Smoking Education Prevention Act.
- 1982 (Sept.) MRFIT results announced.
- 1983 (Mar.) Waxman hearings on Smoking Education Prevention Act.

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- 1983 (May)      Hatch hearings on Smoking Education Prevention Act.
- 1983 (Aug.)      Cipollone complaint filed.
- 1984 (Oct.)      Comprehensive Smoking Education Act.

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